

# Have Great News to Share?

## We're Here to Help!

**The Office of University Relations & Marketing** provides a wide range of services to campus units to support their strategic communication needs, advance the Bowie State University brand and tell the university story to a wide audience.

### **Our services include:**

#### **Public Relations**

[bowiestate.edu/news](http://bowiestate.edu/news)

We gather and share news about the achievements of faculty, students and staff, as well as new university initiatives, research and programs:

- BSYou weekly campus e-newsletter
- News releases
- Social media (Facebook, Twitter, Instagram and YouTube)

#### **Web Services**

We maintain and update the university's high-level webpages to conform to branding standards and communicate to broad audiences. We also train web editors identified for each campus unit to update their sections of the site.

The pages we maintain include:

- Web calendar — [bowiestate.edu/calendar](http://bowiestate.edu/calendar)
- Online faculty-staff directory

### **Need help promoting your news?**

1. Start at [bowiestate.edu/urmservicerequest](http://bowiestate.edu/urmservicerequest).
2. Review an overview of our services.
3. Complete and submit the web form.\*

\* We will get back with you within three business days to discuss your project.



**Graphic Design | Marketing | Public Relations | Web Content & Design**

Office of University Relations & Marketing  
Charlotte Robinson Hall, Suite 1101 | 301-860-4321

**Find us online:** [bowiestate.edu/urm](http://bowiestate.edu/urm)

**Request services:** [bowiestate.edu/urmservicerequest](http://bowiestate.edu/urmservicerequest)